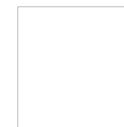




	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	789	100.0%	1.5%	175	100.0%	0.7%	615	100.0%	2.3%	105	100.0%	0.6%
Sexe												
Femme	615	77.0%	2.0%	-	-	-	615	100.0%	2.0%	90	85.0%	1.0%
Homme	175	22.0%	0.0%	175	100.0%	0.0%	-	-	-	15	14.0%	0.0%
Age												
15 à 24 ans	20	2.0%	0.0%	6	3.0%	0.0%	14	2.0%	0.0%	5	4.0%	0.0%
25 à 34 ans	61	7.0%	0.0%	2	1.0%	0.0%	59	9.0%	1.0%	13	12.0%	0.0%
35 à 49 ans	141	17.0%	1.0%	41	23.0%	0.0%	100	16.0%	1.0%	36	34.0%	0.0%
50 à 59 ans	248	31.0%	2.0%	59	33.0%	1.0%	190	30.0%	4.0%	36	34.0%	1.0%
60 ans et plus	319	40.0%	2.0%	67	38.0%	0.0%	252	40.0%	2.0%	14	13.0%	0.0%
Individu												
Ménagères	575	72.0%	2.0%	-	-	-	575	93.0%	2.0%	77	73.0%	1.0%
Personne de référence	371	47.0%	1.0%	153	87.0%	0.0%	219	35.0%	2.0%	30	28.0%	0.0%
Responsable des achats	669	84.0%	1.0%	103	58.0%	0.0%	567	92.0%	2.0%	85	80.0%	0.0%
Pcs individu												
Affaires et cadres	17	2.0%	0.0%	4	2.0%	0.0%	13	2.0%	0.0%	14	13.0%	0.0%
Agriculteurs	5	0.0%	1.0%	2	1.0%	0.0%	3	0.0%	1.0%	-	-	-
Autres inactifs	151	19.0%	1.0%	22	12.0%	0.0%	129	20.0%	2.0%	10	9.0%	0.0%
Employés	205	26.0%	2.0%	13	7.0%	0.0%	192	31.0%	3.0%	36	34.0%	2.0%
Ouvriers	104	13.0%	1.0%	51	28.0%	1.0%	54	8.0%	4.0%	3	3.0%	0.0%
Petits patrons	7	0.0%	0.0%	1	0.0%	0.0%	6	1.0%	1.0%	6	5.0%	0.0%
Professions intermédiaires	54	6.0%	0.0%	13	7.0%	0.0%	41	6.0%	1.0%	30	28.0%	0.0%
Retraités	246	31.0%	1.0%	69	39.0%	1.0%	176	28.0%	2.0%	5	4.0%	2.0%
Pcs personne de référence												
Affaires et cadres	27	3.0%	0.0%	3	1.0%	0.0%	24	3.0%	0.0%	27	26.0%	0.0%
Agriculteurs	14	1.0%	1.0%	1	0.0%	0.0%	13	2.0%	3.0%	-	-	-
Autres inactifs	125	15.0%	3.0%	22	12.0%	1.0%	103	16.0%	5.0%	-	-	-
Employés	94	11.0%	1.0%	16	9.0%	0.0%	78	12.0%	2.0%	-	-	-
Ouvriers	162	20.0%	1.0%	45	25.0%	0.0%	117	19.0%	2.0%	-	-	-
Petits patrons	19	2.0%	0.0%	1	0.0%	0.0%	18	2.0%	1.0%	19	17.0%	0.0%
Professions intermédiaires	59	7.0%	0.0%	10	6.0%	0.0%	48	7.0%	1.0%	59	56.0%	0.0%
Retraités	289	36.0%	1.0%	76	43.0%	1.0%	214	34.0%	2.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	789	100.0%	1.5%	175	100.0%	0.7%	615	100.0%	2.3%	105	100.0%	0.6%
Taille du foyer												
1 personne	193	24.0%	2.0%	13	7.0%	0.0%	180	29.0%	3.0%	13	12.0%	0.0%
2 personnes	381	48.0%	2.0%	108	61.0%	1.0%	274	44.0%	2.0%	44	41.0%	1.0%
3 personnes	110	13.0%	1.0%	29	16.0%	0.0%	81	13.0%	1.0%	17	16.0%	0.0%
4 personnes	69	8.0%	0.0%	21	12.0%	0.0%	48	7.0%	1.0%	16	15.0%	0.0%
5 personnes et +	36	4.0%	0.0%	4	2.0%	0.0%	32	5.0%	1.0%	14	13.0%	0.0%
Présence d'enfants de moins de 15 ans												
Non	669	84.0%	1.0%	152	87.0%	0.0%	517	84.0%	2.0%	76	72.0%	0.0%
Oui	121	15.0%	0.0%	22	12.0%	0.0%	98	16.0%	1.0%	29	27.0%	0.0%
Habitat												
Agglo. + 100 000 hab	241	30.0%	1.0%	77	44.0%	1.0%	163	26.0%	2.0%	25	23.0%	0.0%
Agglo. 20 000 à 100 000 hab	110	14.0%	1.0%	23	13.0%	0.0%	87	14.0%	2.0%	13	12.0%	0.0%
Agglo. - 20 000 hab	144	18.0%	1.0%	26	15.0%	0.0%	118	19.0%	2.0%	24	22.0%	0.0%
Agglo. paris	59	7.0%	0.0%	10	5.0%	0.0%	49	8.0%	1.0%	17	16.0%	0.0%
Communes rurales	236	29.0%	2.0%	38	21.0%	0.0%	198	32.0%	3.0%	26	24.0%	0.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	789	100.0%	1.5%	175	100.0%	0.7%	615	100.0%	2.3%	105	100.0%	0.6%
Régions insee												
Alsace	31	4.0%	2.0%	9	4.0%	1.0%	23	3.0%	2.0%	4	3.0%	0.0%
Aquitaine	33	4.0%	1.0%	2	1.0%	0.0%	31	5.0%	2.0%	-	-	-
Auvergne	26	3.0%	2.0%	2	1.0%	0.0%	24	3.0%	4.0%	-	-	-
Basse normandie	37	4.0%	3.0%	8	4.0%	1.0%	29	4.0%	4.0%	2	2.0%	0.0%
Bourgogne	22	2.0%	1.0%	2	1.0%	0.0%	20	3.0%	2.0%	2	2.0%	0.0%
Bretagne	24	3.0%	0.0%	4	2.0%	0.0%	21	3.0%	1.0%	6	5.0%	0.0%
Centre	42	5.0%	2.0%	13	7.0%	1.0%	28	4.0%	2.0%	8	8.0%	1.0%
Champagne ardennes	27	3.0%	2.0%	6	3.0%	1.0%	20	3.0%	3.0%	4	3.0%	1.0%
Franche-comté	15	1.0%	1.0%	3	2.0%	0.0%	12	1.0%	2.0%	1	1.0%	0.0%
Haute normandie	34	4.0%	2.0%	2	1.0%	0.0%	32	5.0%	4.0%	4	4.0%	0.0%
Ile de france	64	8.0%	0.0%	11	6.0%	0.0%	53	8.0%	1.0%	19	17.0%	0.0%
Languedoc roussillon	21	2.0%	0.0%	3	1.0%	0.0%	19	3.0%	1.0%	1	1.0%	0.0%
Limousin	7	0.0%	1.0%	4	2.0%	1.0%	2	0.0%	0.0%	0	0.0%	0.0%
Lorraine	47	5.0%	2.0%	21	12.0%	2.0%	26	4.0%	2.0%	-	-	-
Midi pyrénées	26	3.0%	1.0%	4	2.0%	0.0%	22	3.0%	1.0%	7	6.0%	0.0%
Nord pas de calais	90	11.0%	2.0%	36	20.0%	2.0%	54	8.0%	3.0%	12	11.0%	1.0%
Pays de loire	48	6.0%	1.0%	8	4.0%	0.0%	40	6.0%	2.0%	7	6.0%	0.0%
Picardie	62	7.0%	4.0%	13	7.0%	1.0%	49	8.0%	6.0%	3	3.0%	0.0%
Poitou charentes	30	3.0%	2.0%	4	2.0%	0.0%	26	4.0%	3.0%	1	1.0%	0.0%
Provence alpes côte d'azur, corse	67	8.0%	1.0%	6	3.0%	0.0%	61	9.0%	2.0%	19	18.0%	1.0%
Rhône alpes	37	4.0%	0.0%	13	7.0%	0.0%	24	3.0%	0.0%	3	3.0%	0.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	67	8.0%	2.0%	13	7.0%	1.0%	54	8.0%	3.0%	16	15.0%	3.0%
1 à 3 fois par mois	16	2.0%	4.0%	1	0.0%	0.0%	15	2.0%	7.0%	2	1.0%	2.0%
Moins souvent	2	0.0%	2.0%	-	-	-	2	0.0%	3.0%	-	-	-
Presque tous les jours	116	14.0%	1.0%	17	9.0%	0.0%	99	16.0%	3.0%	11	10.0%	0.0%
Tous les jours	588	74.0%	1.0%	143	81.0%	0.0%	445	72.0%	2.0%	77	73.0%	0.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	789	100.0%	1.5%	175	100.0%	0.7%	615	100.0%	2.3%	105	100.0%	0.6%
Revenus du foyer												
65 000 euros et plus par an	14	1.0%	0.0%	7	4.0%	0.0%	6	1.0%	0.0%	10	9.0%	0.0%
De 12 000 à moins de 18 000 euros par an	158	20.0%	3.0%	23	13.0%	1.0%	134	21.0%	4.0%	11	11.0%	1.0%
De 18 000 à moins de 24 000 euros par an	145	18.0%	2.0%	28	15.0%	0.0%	117	19.0%	3.0%	8	7.0%	0.0%
De 24 000 à moins de 36 000 euros par an	188	23.0%	1.0%	45	25.0%	0.0%	143	23.0%	2.0%	16	15.0%	0.0%
De 36 000 à moins de 45 000 euros par an	83	10.0%	1.0%	33	18.0%	0.0%	51	8.0%	1.0%	17	16.0%	0.0%
De 45 000 à moins de 65 000 euros par an	57	7.0%	0.0%	14	8.0%	0.0%	42	6.0%	1.0%	23	21.0%	0.0%
De 9 000 à moins de 12 000 euros par an	65	8.0%	3.0%	8	4.0%	1.0%	57	9.0%	4.0%	2	1.0%	0.0%
Moins de 9 000 euros par an	29	3.0%	2.0%	2	1.0%	0.0%	27	4.0%	3.0%	-	-	-
Ne sait pas	9	1.0%	0.0%	4	2.0%	0.0%	4	0.0%	0.0%	4	3.0%	0.0%
Refus	43	5.0%	1.0%	10	5.0%	0.0%	33	5.0%	1.0%	13	12.0%	1.0%